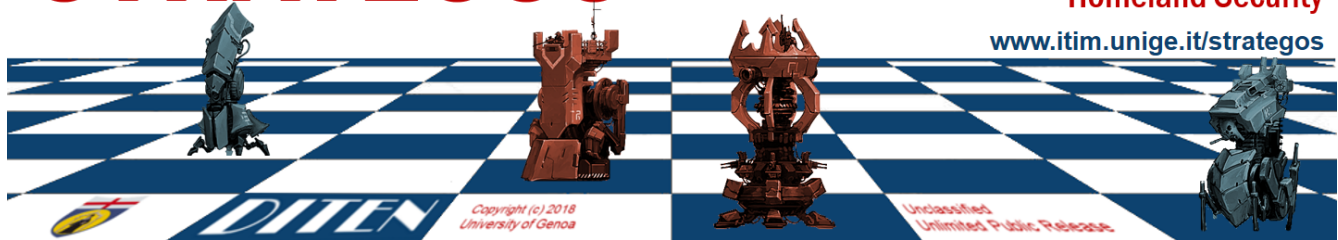


# STRATEGOS

Engineering Technologies for Strategy in  
Defense, Industry, Government &  
Homeland Security

[www.itim.unige.it/strategos](http://www.itim.unige.it/strategos)



Master of Science on Engineering Technology for Strategy and Security



## STRATEGIC Engineer Resume

Name **Abolfazl**

Family Name **Akhondzadeh**

Citizenship **omissis**

Address **omissis**

Tel **omissis**

Email **omissis**

Skype **omissis**

### Education & Special Certificates

Sep 2022 - current, University of Genoa, International  
Master Science in Engineering Technology for Strategy  
and Security (Laurea Magistrale), STRATEGOS, Genoa,  
Italy

**Sep 2016 - 2018, Science & Arts University, Master of Information Technology Management, Computer/Information Technology**

**2013 - 2015, Science & Arts University, Bachelor's degree, Computer Software Engineering**

## **Licenses & Certifications**

- **DBA brand - Iran Brand Academy**

**Issued Dec 2019 - Expires Jul 2021**

- **MBA brand - Iran Brand Academy**

**Issued Mar 2018 - Expires Nov 2019**

- **marketing management - QUALITY ASSESSMENT CONSULTANTS (QAC)**

**LIMITED**

**Issued Feb 2015 - Expires Feb 2016**

**QAL-25287-15-141126**

## Professional Experiences

### Founder of Charvand Consulting Group

Jun 2016 - Present (6 years 5 months +)

#### \*.Our leadership:

The Charvand is led globally by our managing partner; our elected board of directors, known as the Shareholders Council; a global leadership team known as the Acceleration Team; and the leaders of our offices and practices.

#### \*.Our purpose, mission, and values:

To help our clients make distinctive, lasting, and substantial improvements in their performance and to build a great firm that attracts, develops, excites, and retains exceptional people.

#### \*. Featured:

We're helping build an economy that works for all.

#### \*. Our commitment to environmental sustainability:

We will reach net-zero climate impact by 2030 through decarbonizing our operations, investing in natural climate solutions, and accelerating progress through partnerships.

Skills: Decision-Making · Data Mining · Brand Consultant · Leadership

### Brand Consultant

Morshedar group

May 2021 - Apr 2022 (1 year)

- ❖ We are building intangible assets. Examples of intangible assets that are intellectual property include:
- ❖ Brand culture
- ❖ Brand character

- ❖ Brand personality
- ❖ Brand commitments
- ❖ Brand accessories
- ❖ Brand equity
- ❖ Brand Book

### **Marketing researcher**

Yazd University

Sep 2018 - Oct 2021 (3 years 2 months)

- ❖ Identified and analyzed current and new markets (new customers), determined sales target and profit target estimated advertising budget and sales operating budget to achieve defined goals
- ❖ Sales human resource training

### **Guest Speaker**

#### **RAJAPALAYAM RAJU'S COLLEGE**

Jul 2021 - Aug 2021 (2 months)

- ❖ International webinar on the effect of the intangible assets on the customer behavior

### **Branding researcher**

#### **Iran Brand Academy**

Jun 2018 - Dec 2020 (2 years 7 months)

- ❖ Monitor the impact of the brand, recognizing the need to make changes to the brand, and implementing them (for example, rebranding or repositioning)
- ❖ Plan brand advertising or communication campaigns based on codified strategies
- ❖ Manage brand development and create microbrands
- ❖ Identify customer contact points and determine the concept and materials of promotional items for each product

### **Lecturer In Marketing**

#### **Forever Living Products (UK) Ltd**

Feb 2017 - Mar 2017 (2 months) Personal brand design of sellers in Yazd.

## **Marketing Advertising Specialist**

### **Beauty Clinic Dr. Hami Fard**

May 2016 - Feb 2017 (10 months)

- ❖ Created, developed, and supported an existing brand by designing, updating a website, and implementing e-marketing

## **Marketing Research Specialist**

### **Mahan develop Company**

Dec 2015 - Nov 2016 (1 year)

- ❖ Volunteer and market research expert. Holding training seminars in market research and development.

## **Digital Marketing Consultant**

### **Access Nova Group Inc.**

Apr 2015 - Dec 2015 (9 months)

- ❖ Increased sales through marketing in person or by talking on the phone, e-mailing using Instagram video to introduce the content to the potential audiences
- ❖ Set sales target and implemented incentives, made accurate sales forecast

## **Research And Development Specialist**

### **Yazd Poolica Industrial Co.**

Apr 2014 - Mar 2015 (1 year)

- ❖ Translate functional needs into product specifications
- ❖ study new and up-to-date technologies and try to localize and apply them in the Company's products or services
- ❖ participate in planning to improve products or services
- ❖ optimize processes, transfer and absorb technology
- ❖ Keep records of sales, revenue, invoices, etc.
- ❖ Provide trustworthy feedback and after-sales support

## **Telemarketing Specialist**

### **Iran Insurance Corporation**

Mar 2013 - Mar 2014 (1 year 1 month)

- ❖ Recognized customers to assess their insurance needs and select the most appropriate and best insurer according to the applicant's conditions to introduce it to the insurer along with reporting to insurers and relevant supervisors
- ❖ Searched the insurance companies conditions and compared their features, coverage level, and price

## Scientific Experiences

- ❖ Akhondzadeh, A., & Monfared, A. R. K. (2021). **The effects of green skepticism on green buying decisions: the mediation role of product evaluation, environmental knowledge, product experience and environmental concerns.**Akhondzadeh, A., & Monfared, A. R. K. (2021). The effects of green skepticism on green buying decisions: the mediation role of product evaluation, environmental knowledge, product experience and environmental concerns.

International Journal of Business Competition and Growth · Feb 19, 2021

- ❖ Akhondzadeh, A. (2019). **Analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using Structural Equation Modeling Approach.**Akhondzadeh, A. (2019). Analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using Structural Equation Modeling Approach.

sumdu.edu.ua · Dec 26, 2019

- ❖ **the market planing guide the market planing guide**

Qazvin University Jihad Publications · Feb 22, 2018

## **Projects**

**For my graduation thesis, I did an analysis of the Factors Affecting the Implementation of Virtual R&D in Iranian Tile and Ceramic Companies Using a Structural Equation Modeling Approach.**

## **Technical Skills**

- **Problem solving**
- **Leadership**

## **ICT Skills**

**I have skills in using the Office suite with advanced skills in using Excel.**

## **Languages**

**Persian (Native Language)**

**English (Foreign Language)**

## **Experiences**

**the market planning**

**I am crazy about the marketing and I have worked more than 10 years in this field.**

***I hereby authorize STRATEGOS, Genoa University and Simulation Team to share my CV for Professional and Scientific Reasons with Companies & Institutions***